

Creating Customers for Life.™

Small to medium-sized businesses needing to automate their sales and marketing teams seek a solution that, at an affordable cost, can be easily deployed and easily customized to fit a business' specific company-wide objectives.

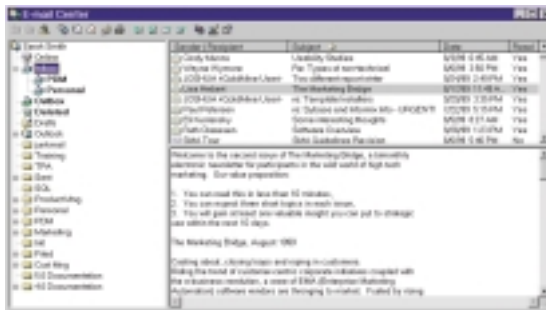
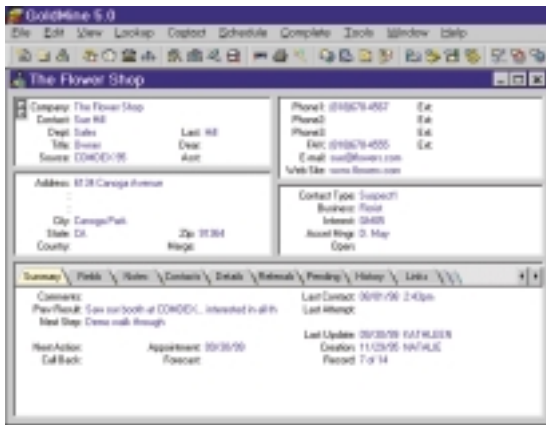
Implementations of GoldMine® 5.0 are rapid and scalable, offering companies the same benefits awarded to larger corporations, but at a fraction of the cost and time necessary to get the entire team up and running. In today's competitive business environment, the cost of not automating sales and marketing departments is high – without it, companies are watching their competitors gain ground on their customers.

GoldMine 5.0 centralizes information and facilitates communication across your organization so that the sales team is working at maximum effectiveness, all the time. GoldMine details every prospect and customer, giving marketing teams the ability to know how, when and whom to contact at the core of potential and existing business, and establishes true one-to-one business practices.



GOLDMINE® 5.0

GoldMine® 5.0 Features



Focus more time on sales tasks

Complete Contact History Tracking: Have instant access to everything that has happened with an account. Know who said what and when it was said.

Document Management: Keep track of frequently used letters and e-mail templates and spend less time searching for the right information to send.

Opportunity Management: Benefit from viewing a graphical representation of the stages, close dates and potential revenue of your entire pipeline, then use that information to determine where your time is best spent.

PDA Synchronization: Take contact and calendar information on the road by synchronizing your Windows® CE or Palm™ handheld with GoldMine.

Distribute marketing messages and manage leads

Automated Processes™: Send marketing messages 24-hours a day, 365-days a year to keep your name in front of your prospects and customers. GoldMine® will even automatically send out notices reminding customers of expiring contracts or regularly scheduled maintenance.

Literature Fulfillment: Schedule literature requests to individuals or groups of contacts complete with the appropriate cover letter or other pertinent documentation. You can also keep track of your list of literature, what has been sent to whom, what has been printed and what is ready to go.

Leads Analysis: Once the message has gone out, track responses and know what campaigns were effective to ensure that your marketing spending is delivering the right return on investment.

Analyze your team's efforts

Sales and Quota Analyses: View forecasted sales, closed sales and comparisons between sales and quota with the click of a button. Instant access to sales information empowers you to make decisions faster and have a more immediate impact on your revenue.

Custom Reports: Create reports that give you the information you need, whether it's an account's history or the closed sales over that customer's lifetime.

Statistical Analysis: Quickly and easily view closed and lost sales, total calls and number of completed activities for a user or group of users.

Leverage the Internet

Web Data Capture: Collect leads and requests for information from your Web site any time, day or night. Use with Automated Processes to reduce the need for manual follow up and deliver pre-qualified leads to the sales team.

E-mail Center: Send and receive messages from GoldMine and automatically link them to a contact's record. The E-mail Center includes support for e-mail rules (i.e. Out of Office AutoReply), enhanced searching capabilities, merge code support and e-mail templates for frequently used messages and mass mailings.

Outlook™ E-mail Integration: Even if your company has adopted Microsoft® Outlook™, GoldMine 5.0 can integrate with the existing e-mail standard. GoldMine works hand-in-hand with Microsoft Outlook to manage e-mail messages from your Outlook Inbox and synchronize not only e-mail messages but contacts, tasks and calendar activities as well.

System Requirements: 486SX or higher IBM-compatible PC/VGA Monitor/16MB RAM/65MB free hard drive space/Microsoft® Windows 95/98/NT DOS 3.1 file- and record-locking compatible networks

GOLDMINE
Software Corporation

8 0 0 . 6 5 4 . 3 5 2 6

www.goldmine.com